

CLIENT Executive advisory group
(informs leaders on emerging technology trends)

BOTTOM LINE \$446k in new annually recurring revenue
for under \$50k in cost

MISSION

Add 15 new members (\$3k/seat) to the Executive Program council in 60 days.
The key metric was the # of sales meetings scheduled, with an initial target of 35.
If successful, scope was to be expanded to other similar offerings.

With a small team (5 people, all executives) on a tight budget for a new offering, our client needed to source and qualify new prospects without investing too much in marketing automation or salespeople. With their focus on product and partnership development, the team had no sales bandwidth for anything but closing.

SOLUTION

Our team provided the ideal channels to reach enterprise executives with personalized messaging on LinkedIn and email. The campaign included:

- Audience targeting using Voltn's B2B database (100M+ records)
- Direct, personalized LinkedIn messages and client network expansion
- Targeted email sequences (management and delivery)
- Optimization of messaging and target segments based on performance

RESULTS

We surpassed the goal for scheduled meetings in less than 6 weeks by sending **3,500 messages and 20k emails** to a highly-targeted audience. In the 60-day engagement, Voltn arranged **46 meetings** that eventually resulted in **22 sales**.

Our client then expanded our efforts to a innovation advisory offering priced at \$200k. In that project, we generated **17 meetings, yielding 2 closed deals (\$181k, \$230k)**.

CLIENT Digital innovation firm
(offers product development & launches startups)

BOTTOM LINE 179 new VIP registrants in 6 weeks and a
significant increase in audience awareness

MISSION

Dramatically boost registrations for the annual innovation conference: just 2 months out, registrations were at 20% of target. Adding 150 VIPs would be a "beyond successful engagement."

With all the logistics set and a line-up of great speakers, the pressure was on for our client's marketing team. More important than selling passes was getting key VIPs in attendance, with a hard-to-reach target audience of enterprise CXOs in a selection of tech-related industries.

SOLUTION

Given the limited time left and that travel was required for the event (Canada), volume was key, so we recommended a massive email campaign paired with personalized messaging on LinkedIn.

- Drip email sequence to balance awareness and CTA urgency
- Network expansion for the CEO and CIO, followed by direct, personalized LinkedIn messages and custom invites
- Advising on content, nurturing and follow-up

RESULTS

The email sequence was sent to **205k unique prospects** from Voltn's database, yielding at least **3,264 unique opens & 2,146 unique visitors**.

3,209 direct messages and many thousands of network invites were sent on behalf of the CEO and CIO. In the case of the CEO, in just six weeks, we expanded his LinkedIn network by 53% with **3,400 new high-value connections** (targeted industries, C-level only...).

These coordinated channels produced **179 new VIP registrations**.

